

October 9, 2007

William R. Richardson, Jr.

Marlene H. Dortch, Secretary
Federal Communications Commission
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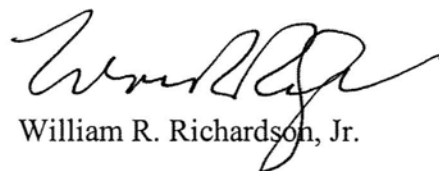
Re: Ex Parte Presentation in MM Docket No. 93-8

Dear Ms. Dortch:

Pursuant to Section 1.1206(b)(1) of the Commission's rules, enclosed for filing with the Commission on behalf of ShopNBC is a collection of more recent testimonials from ShopNBC viewers that describe the public interest and other benefits associated with ShopNBC's home shopping programming. As these comments demonstrate, such benefits range from the availability of unique in-depth information and expertise concerning the appearance and operation of the consumer products made available for purchase and the entertaining quality of the program hosts, to competitive pricing and access for the disabled. These comments, which were provided during the period from mid-July to September 2007, supplement those previously submitted by ShopNBC with its reply comments. The name and email address for each customer have been omitted.

As noted in the Supplemental Comments of ShopNBC, filed in July 2007, last year sales of television sets on ShopNBC amounted to \$100 million – most of which were for digital receivers. This year such sales are expected to be substantially greater, as consumers replace their analog sets before the end of the digital transition. Another unique public interest benefit of ShopNBC's television home shopping service will be its ability to play an important part in the public information campaign being coordinated by NTIA and the Commission to inform consumers (whether MVPD subscribers or otherwise) as to how to prepare for the DTV transition. ShopNBC plans to integrate educational information about the upcoming end of analog broadcasting and the options consumers have for continuing to receive television service into the scripts for its hosts selling consumer electronics equipment, to run PSAs highlighting such information, and to include such information on the ShopNBC website used for purchasing consumer electronics products, to which its television viewers will be directed.

Respectfully submitted,



William R. Richardson, Jr.

Email Comments Received by ShopNBC

Sent: Friday, July 13, 2007 2:23 AM

Wonderful experience,love the watch shows.Great hosts,very informative.

Sent: Saturday, July 14, 2007 10:01 PM

I particularly liked Jolene, who just left for another venture, but the enthusiasm of Melissa Miner, Daniel Greene and Sean Wilsey to mention a few, is contagious. I share the love of gems and watches. I learn something new everytime I tune in. Thanks!

Sent: Sunday, July 15, 2007 10:43 PM

I love ShopNBC! I have bought over a dozen watches in the last year, and have even returned a few items and they have been spectacular in regard to refunds and returning the proucts. Every item has met or exceeded my expectations and I really like the watch programs with Jim Skelton & Shawn Wilsie.

Sent: Tuesday, July 17, 2007 3:08 PM

I love your jewelry. Great prices and easy pay. Leonardo, Charla, and Melissa are my favorites. I watch just for them.

Sent: Thursday, July 19, 2007 1:14 AM

Love your products....keep Charla coming she is a hoot.

Sent: Friday, July 20, 2007 5:03 PM

I love your show and your hosts - they move through the items quickly, but review them often. ShopNBC offers a lot of variety, and some very out of the ordinary pieces - especially in the jewelry department - that I haven't seen on any of the other shop programs. LOVE IT!!

Sent: Friday, July 20, 2007 8:34 PM

I love Charla and Pamela. Shop NBC has top quality products, especially the jewelry. I have many items from alot of the designers. Keep up the great variety of items and prices.

Sent: Wednesday, July 25, 2007 7:13 PM

I love watching the hosts , enjoying their senses of humor and sharing their knowledge of all your products. I didn't plan to make any purchase but enjoyed the show presentation of this item.

Sent: Sunday, July 29, 2007 7:57 PM

I love most of the items available on Shop NBC!

I love Margie and crazy Charla....I LOVE Isomers! I had never even known this product existed...I ordered and tried it and IT WORKS! NO

NONSENSE with this product...

I am in retail; but the friendly environment of Shop NBC works for me!

Thank you.

Sent: Monday, August 06, 2007 2:28 AM

I have been shopping with this company for over 20 years and it has been one of the great experiences of my life; to say nothing of the incredible jewelry and other items I have received. The hosts are always well informed and both the on air and web information is excellent as is the customer service. Thanks!

Sent: Tuesday, August 07, 2007 4:21 AM

Jim Skelton is the only reason I purchase from Shop NBC, you can see clearly from his insanity what to buy. I have purchased 5 watches in the last month and would not have purchased any if not for Jim's expertise. I also am very impressed by your pricing and value pays. I will continue to purchase as long as someone with the knowledge of Jim Skelton is presenting your great values. I watch the shows with other presenters but never purchase without Jim's recommendation. I have become a watch collector and stay up late at night just because of Jim's expertise. His antics and wisdom have led to my becoming not only a watch collector but watching every show he does. I have turned on many of my friends to these shows as well. It is hard to be uneducated to the finer timepieces shop nbc offers without someone like Jim to point out the differences. I am also very impressed with Invicta and Swiss Legend as they seem to be superior in value each and every time offered. The CEO'S of

these companies stand behind their products to a degree that makes me feel comfortable with more expensive purchases. I am very satisfied with all of my purchases from shop nbc, but will not buy unless presented by Jim, Kimberly Wells or Shawn Wilsey. They have a passion for what they do and it is greatly enjoyed in my home as regular entertainment. My family relies on your station for our gift giving year after year because of the professionalism seen night after night by these great presenters. I personally own about 30 watches that I would not have purchased if not for Jim Skelton. This is my favorite TV show and I and my family always watch every show that he does. Thanks Jim I have never been disappointed by any advise you have given, I just wish I had the money for all your recommendations.

Sent: Tuesday, August 07, 2007 3:03 PM

Shop Nbc always impresses me with outstanding values , I just wish they offered Valu-Pays for every item they sold , There Demo's on Tv are great and the hosts are very personable and friendly . Thanks Shop Nbc keep up the good work !

Sent: Wednesday, August 08, 2007 11:14 AM

Just a fabulous place to shop and I so admire what is on Shopnbc tv. I love Lyn and Charla. They are so knowledgeable, Charla cracks me up. Terrific lady.

Sent: Thursday, August 09, 2007 7:25 AM

even when I'm not buying I enjoy watching because the hosts are all full of personality and very informative.....just so you know I am unable to retrieve my email, I am presently using my son-in-laws laptop and, well lets just say if you get this survey i will be surprised. so I am sorry to be unable to get a response.thank you

Sent: Friday, August 10, 2007 12:38 AM

shop nbc is our favorite shopping network.it is so easy and convenient to shop and i can trust everything that shop nbc sells.i will recommend this shop nbc to everyone.love,love,love the jewelry,pam mccoys lamb jackets,i have at least 10 of them,different colors,margies home decors,the find handbags and also charlie lapsons handbags,they are beautiful and very reasonable prices.i have a lot of jewelry from every merchants you have,i love all of them.continue the good work and GOD bless every one.pamela,wes,charla,libby,and all the night ladies and gents that works hard to bring us the very best,thank you shop nbc family,you're the BEST IN THE WEST.

Sent: Saturday, August 11, 2007 7:30 PM

Charla,

Is such a doll. Sometimes I can't believe she is for real. Some of my friends and family say she is as crazy as I am.. I really enjoy watching her on your show.

Sent: Monday, August 13, 2007 10:29 PM

I enjoy watching your live watch presentations for Invicta, Croton and Renato. Friendly, informative presentations, with knowledgable host. –

Sent: Tuesday, August 14, 2007 7:27 AM

The hosts & hostesses are personable, knowledgable & enthusiastic in the presentation of the items they are presenting. They give one the idea that they are totally enjoying what they are doing...which is attempting to sell something that they very much seem to believe in.

Sent: Tuesday, August 14, 2007 5:56 PM

I watch the show all the time, and enjoy the hosts. The products are within a normal price range.

Sent: Thursday, August 16, 2007 8:51 AM

I love SHOPNBC, the products that it offers and the Show Host are very informative and presents the products well. Thanks SHOPNBC.

Sent: Thursday, August 16, 2007 4:04 PM

I absolutely love shopnbc. I find that they have a higher caliber of merchandise and their hosts are extremely entertaining!

Sent: Tuesday, August 21, 2007 9:47 AM

I love this Web site, and your tv show. Your hosts are so knowledgeable, and nice. Thanks, and keep up the good work.

Sent: Tuesday, August 21, 2007 9:41 PM

I love your hosts. They are so energetic and knowledgable! I love the presentations of jewelry especially when there's a blond and a brunette on the air together to show the difference in contrast of jewelry on both skin/hair types.

Sent: Wednesday, August 22, 2007 7:13 AM

great values. great hosts

Sent: Wednesday, August 22, 2007 9:17 PM

ShopNBC is by far the best website shopping experience and the convenience is undeniable. I often tell my friends they will get a better deal on products at shopnbc and i just adore charla!!! keep up the great work guys. I'm having a ball here...

Sent: Saturday, August 25, 2007 11:46 AM

I love watching some of the hosts. Charla is a hoot. I like Kimberly Wells, Bill in the morning, Melissa Miner, Libby, Wendi and Connie (who is also a hoot) the guests like the Find, Charlie Lapson, are neat to watch as well.

Sent: Saturday, August 25, 2007 4:08 PM

Shop NBC is a class act. High end goods, great hosts and prices!

Sent: Sunday, August 26, 2007 3:15 PM

ShopNBC is a great place to shop all your needs....it is easy and the hostess on tv explain every detail of the product very understandable. thank you.....

Sent: Monday, August 27, 2007 3:34 PM

The quality of your merchandise and the prices determined are remarkable. I also enjoy the hosts as entertaining television, although it must be hard work to talk for so long about each product. Your customer reps are polite and helpful. I find myself using this shopping channel more and more often, and since I'm disabled, it's a blessing for which I am very grateful.

Sent: Monday, August 27, 2007 10:20 PM

ShopNBC is very good at showing the items and explaining them. I have been completely satisfied with everything I've bought. The hosts do a splendid job of showing the products.

Sent: Monday, August 27, 2007 11:27 PM

I love the products offered at ShopNBC - much higher quality than other shopping tv channels. I especially like the knowledgeable hosts and gemologists particularly the factual explanations on specifics of items and stones .. such as it's location, rarity, etc. I generally purchase jewelry and really like rose gold variety offered by ShopNBC. Generations 1912, Nino Tagliamonte, Dallas Prince and Morris & David are my very favorite guests.

Sent: Thursday, August 30, 2007 1:23 AM

I really enjoy all your products and listening to your announcers. Very interesting and informative. Products are very good quality.

Sent: Saturday, September 01, 2007 1:54 PM

Saw Connie Kunkel on the other day. I love her! You should have her on more often. It's very comforting to see a familiar face from Florida and she's a genuinely beautiful person to boot, a great asset to your company!

Sent: Saturday, September 01, 2007 5:11 PM

This was my 4th purchase.
They are a class operation and hope they keep up the good work.
The hosts or presenters are always knowledgeable and never condescending.

Sent: Saturday, September 01, 2007 10:00 PM

Products are of the highest quality no gimmicks, always low prices, better than store bought brands, customer service always helpful and patient, order department and to be considered as well especially the demonstration personnel on TV. Keep up the good work we as consumers love to shop at Shop NBC!!!

Sent: Sunday, September 02, 2007 12:13 PM

The TV presentation was very informative and I felt that I understood what they were saying about the ease of using the notebook computer. I hope the product is as good as the presentation.

Sent: Monday, September 03, 2007 12:52 PM

I enjoy watching shopnbc. I enjoy listening to all the hosts I have seen. I also like that they do NOT take phone calls. I don't think other Shop at home channels realize that can be very annoying to customers. That's why I will do most of my shopping at ShopNBC.

Sent: Monday, September 03, 2007 3:48 PM

I like all the show hosts they are very upbeat as well as knowledgeable of the products they are selling.

Sent: Monday, September 03, 2007 9:37 PM

I think they do a great job with their presentation and format, you really feel as if you know the ins and outs of what your purchase consists of. Keep up the good work and adding Elliot Smith was a good move, I've watched him on the other network and I'm glad someone else sees his potential for expanding on the electronic aspect of said products.

Sent: Tuesday, September 04, 2007 8:53 PM

I have always been highly satisfied with all my purchases and the service. I enjoy the hosts and the quality of the products.

Sent: Wednesday, September 05, 2007 6:08 AM

Hello,

Just like to say that I enjoy watching your show hosts, like Connie Conkle.

They don't over exaggerate but do well at explaining your items and expressing your specials...

Margies homegoods are very nice and have purchased mostly as gifts including your jewelry, very good value.

Sent: Thursday, September 06, 2007 3:34 PM

I just started to shop about 6 months ago with you and I love your products and your hosts. The quality of your products is outstanding, far above the other networks and I love the fact that you provide value pay on almost every item; that makes it easy to buy something I wouldn't ordinarily be able to purchase like my Isomers. I am also starting to purchase jewelry for myself, I'm starting small but I plan on buying some higher priced jewelry because again you make it easy with the value payments. Please keep up the good work. You are all AWESOME!!!!

Sent: Friday, September 07, 2007 7:53 AM

Over the past two years I have purchased several timepieces from both Shop NBC and your auction site. Most importantly the expertise displayed on your TV shows by both Shawn and Jim has proven to be informative as well as the impetus for my purchases. Kudos to your hosts and your organization for making my shopping such a pleasure

Sent: Friday, September 07, 2007 12:58 PM

love to watch shopnbc. I drive my family crazy because it is always on. The hosts are very nice and informative. Keep up the good work.

Sent: Friday, September 07, 2007 7:26 PM

Like to watch your channel. Specially all hostes. Seems every time they sell something it is their favorite item. That is make me laugh. But on a serious note..Jewelry are gorgeous! Even qvc does not offer that quality of diamonds and gems.

Sent: Saturday, September 08, 2007 1:34 PM

I am enjoying the show today. The show host is really fun to watch.

Sent: Sunday, September 09, 2007 11:33 PM

great watches-jim's programs are the best.

Sent: Wednesday, September 12, 2007 10:07 AM

Of all the television shopping channels, and I have used then all, Shop NBC is consistently better in quality, presentation, hosts, especially Charla, customer satisfaction and all around variety of products presented. I always recommend Shop NBC and get the most compliments on your merchandise.

Sent: Wednesday, September 12, 2007 9:28 PM

Great place to shop, very informed hosts, always a pleasure

Sent: Monday, September 17, 2007 8:03 AM

I have always had good results with quality of products from ShopNBC. Returns are made easy with no hassle. Enjoy their shows and they have some outstanding host and hostess

Sent: Tuesday, September 18, 2007 3:02 AM

Your on-air pitchman Brian Kessler did a fabulous job motivating our decision to purchase. This is our first time ever purchasing an on air advertised product such as this. The Acer computer bundle speaks for itself, however Brian's over the top enthusiasm got me to go online to your site to purchase. Brian is to be commended.
Thanks!

Sent: Tuesday, September 18, 2007 7:38 AM

Shop NBC has outstanding hosts on their TV program; virtually all of them are engaging and knowledgeable about the products they are presenting. I am particularly impressed with Pamela and Wes McCoy. Their professionalism and on-air presence on the TV program is simply refreshing. Overall I enjoy purchasing items from/through Shop NBC and will continue to recommend them to others. The on-line services of Shop NBC are equal to the quality as their TV broadcast.
Thanks!!

Sent: Thursday, September 20, 2007 9:48 PM

I love Shop NBC, the hosts explain everything in great detail. I hate going to stores to many people, this is available 24/7. Great place to buy presents.

Sent: Friday, September 21, 2007 7:51 AM

I enjoy watching your show while surfing through the channels. If Carla is on I most often stay. I like Margie's shows, too, seeing my wife and I like to keep changing the decorations in our living space. Always seems to be a corner that needs new dressing up. I surprise her with jewelry purchases that catch my eye, the last being a simple elegantly stunning diamond cross which I gave to her for her birthday.

Sent: Sunday, September 23, 2007 3:18 AM

ShopNBC has opened a new world for me in Watches. Some Hosts are better then others, some not knowing difference between Swiss Made & Swiss Parts but they try. The ease of placing an order is exceptional either via phone or web! Cudos to ShopNBC for putting out quality merchandise from Watches&Jewelry to all types of home furnishings including Huge screen TVs and complete Computer packages! Hard to beat that in the old world of RETAIL!! Good Job ShopNBC!!!

Sent: Saturday, September 29, 2007 3:08 PM

SHOP NBC OFFERS UNIQUE PERSPECTIVE GIVEN YOUR SHOW HOSTS KNOWLEDGE WHICH IS CONSIDERABLE. DISPLAY AND EXPLANATION OF DIFFERENT FEATURES, GIVES THIS SHOPPER CONFIDENCE IN THE PRODUCT DISPLAYED.

Sent: Sunday, September 30, 2007 2:56 PM

After watching I've determined that the on-air personalities are very informative on the products that they are selling and provide information that is not necessarily given in any other shopping venue. The web site is also ver accessible.